



FACT SHEET

Mission: Austin AMA is a member service organization dedicated to helping its members **Connect** through relationship development and networking opportunities, **Learn** through educational programming and peer interactions and **Grow** through life-long career development.

Membership: Austin AMA currently has more than 300 local members and is part of a national organization of over 38,000 marketers across North America. The membership of Austin AMA includes professional marketers of various disciplines and specialties around Austin, student members from universities and colleges in the area as well as academic members working in educational institutions in Central Texas.

Programs: Austin AMA hosts various programs throughout the year to provide valuable professional development and networking opportunities for its members. Included among those are:

Monthly luncheons featuring an informative presentation on a timely marketing topic.

Quarterly **Networking Socials** that provide an outlet both for business networking and socializing amongst members and non-members.

Quarterly **High Tech Breakfasts** featuring technology-related marketing topics and panels of local experts in an interactive presentation format.

In addition to the programs listed above, Austin AMA also hosts special programs throughout the year that give members opportunities to get to know one another better and give back to the communities in which they live and work.

Benefits: Austin AMA provides many opportunities for professional development and networking for members. Through both local and national resources, Austin AMA members have access to the most current, valuable information in the industry and many opportunities to connect with other marketers locally and nationally. Specific benefits include:

Local events – Austin AMA hosts almost 20 events per year, including luncheons, breakfasts, socials and more. Members receive discounted admission to these events, which provide great opportunities for professional development and networking.

Web casts – Members gain free access to a comprehensive library of timely and topical Webcasts provided through AMA's International Headquarters.

Special Interest Groups – Austin AMA members also have the ability to join special interest groups (SIGs) that provide an online forum of



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their peers segmented by specialty to provide access to targeted expertise from across the country.

Marketing Boot Camp – Each year Austin AMA hosts a Marketing Boot Camp for professionals new to marketing and those looking for a refresher. In addition, the organization hosts other educational events in conjunction with local universities.

AMA International Headquarters – Members of Austin AMA also have access to the many professional development resources provided through the organization’s international headquarters, such as top-level research studies, industry publications and more.

Leadership:

President – Kate Lacey, The Cartis Group
President-elect – Stacy Armijo, Pierpont Communications
Past president – Tara Woodward, The Pampered Chef
Secretary – Melissa Zon, AdVentures in Texas
Treasurer – Jim Rank, Marketing consultant
VP of programs – Tracy Sullivan, Project By Project Marketing Communications
VP of membership – Adam Frishman, Moster Wynne
VP of Communications – Tom Myer, Triple Dog Dare Media
VP of collegiate relations – D.P. Rabalais, Dresser Wayne

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